

ABSTRACT OF THE DISCLOSURE

An apparatus and method for transmitting and receiving multimedia broadcasting in order to provide multimedia broadcasting services and interactive broadcasting services are provided. An apparatus for receiving multimedia broadcasting includes a reference clock receiver, which receives a reference clock value, i.e., a current time value, of real-time multimedia broadcasting; a multimedia document receiver/storage, which receives and stores a first multimedia document; a media data receiver/storage, which receives and stores first media data; and a multimedia document renderer, which when the first multimedia document is scheduled at the reference clock value and the first media data is a rendering material used to render the first multimedia document, renders the first multimedia document using the first media data.